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7 UNITED STATES DISTRICT COURT
8 CENTRAL DISTRICT OF CALIFORNIA
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11 LIFE ALERT EMERGENCY
12 RESPONSE, INC., a California
13 corporation,
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15 Plaintiff,

16 VS.
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18 ALPHA SHIELD, LTD., a New
19 York corporation,
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21 Defendant.

22 CASE NO. CV08-05089 SVW (AGRx)

23 [Assigned for All Purposes To The Hon.
24 Stephen V. Wilson]

25 **FINAL JUDGMENT AND PERMANENT
26 INJUNCTION**

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28 Defendant, Alpha Shield, Ltd. ("Defendant"), having had a
1 default entered against it on Plaintiff, Life Alert Emergency
2 Response, Inc.'s ("Plaintiff") Complaint in this action on January
3 8, 2009, and Plaintiff having complied with Federal Rule of Civil
4 Procedure 55 and the applicable Local Rules to the satisfaction of
5 the Court;

6 **IT IS ORDERED, ADJUDGED AND DECREED THAT:**

7 1. Defendant, and its officers including Igor Shlayan,
8 agents, servants, representatives, employees, attorneys, and any
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1 person or entity acting on behalf of, through, or in concert or
2 participation with Defendant, or any person, parent, subsidiary, or
3 affiliated entity of Defendant (collectively the "Enjoined
4 Parties"), are hereby permanently, restrained, enjoined and
5 prohibited, directly or indirectly, by any means, method or device
6 whatsoever, from using the trademark "Life Alert", or any colorable
7 imitation thereof, and/or any other name or mark likely to cause
8 confusion, mistake, or deception with the above trademark in
9 connection with the sale, offering for sale, distribution,
10 manufacturing, advertising, or promotion of goods and/or services
11 by an Enjoined Party or purchasing or bidding on it as a "keyword"
12 on internet search engines or using it in connection with any
13 website, whether in visible text of the website or in metatags
14 and/or in connection with any Internet domain name.

15 2. Plaintiff has established exceptional circumstances and
16 is awarded attorneys' fees against Defendant in the amount of
17 \$4,050.00 pursuant to Lanham Act Section 35, 15 U.S.C. §1117.

18 3. Plaintiff is awarded its costs against Defendant in the
19 amount of \$550.00.

20 4. The Court shall retain jurisdiction of this matter for
21 purposes of enforcement, performance and modification of this
22 Permanent Injunction.

23 5. No bond shall be required to secure this Judgment.

24 Dated: December 17, 2009

25 STEPHEN V. WILSON
26 JUDGE OF THE UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

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